

**Page: Entry Information**

**Chapter**

Minnesota

**Chapter Size**

Large (511-760)

**Category**

Membership Engagement

**Program Name**

New Member Initiative

**Each question is worth 20 points and will be scored using the following rubric:**

**(1-5) Poor** Didn't effectively answer the question

**(6-1) Fair** Answered the question

**(11-15) Good** Answered the question with more detail

**(16-20) Excellent** Went above and beyond with proven results and visible data

### **Describe the program and why it fits the category. (20pts)**

Led by Chapter Executive Director Tim Broms, the Minnesota Chapter of CAI is a very member-centric organization. Tim is continuously pushing to identify new ways to enhance the Chapter's value proposition for its members. In 2021, Tim and the Board of Directors strategically launched a New Member Initiative to place special emphasis on engaging new members during the pandemic to help them maximize their membership. The volunteer Membership Committee brainstormed and participated in implementation as well. Tactics included:

- A New Member Welcome Kit was developed and is sent to each new member along with a CAI-MN branded portfolio book. The Kit includes a welcome message, describes benefits of membership, provides information on various volunteer opportunities, and includes an annual event calendar with instructions on how to login and use the website to register for events. The tool is very informative and has been well received by new members.
- The Chapter launched a New Member Happy Hour in 2021 to be held on a quarterly basis. Due to COVID-19, however, the first event didn't occur until September 2021 because of safety precautions. All new members for the prior year were invited to the September Happy Hour and encouraged to attend for networking purposes. Registration is required and the Chapter provides attendees with a complimentary drink ticket and appetizers. Attendance at the inaugural September event was approximately 50 people. The Membership Committee participates in hosting the event, which is a great way for new members to meet and develop a rapport with them and CED Tim Broms.
- New members also benefitted from a "buddy system" with the Chapter in 2021 through a New Member Outreach program conducted by the Membership Committee. Over a several month period, each Membership Committee member was assigned several new Members to personally contact as their buddy to express appreciation for their membership and ask what they could personally do, as the new Member's buddy, to help them. This personal touch is extremely well received by membership.

### **How did this program meet the mission and vision of the chapters and CAI as a whole? (20pts)**

While recruiting new members is key, it is also critical to engage and deliver value to those new members to ensure their long-term commitment to the Chapter. In 2021, new members were presented with numerous opportunities for engagement as the Chapter strived to provide the optimum mix of educational and social interaction while ensuring safety for all.

### **What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)**

To ensure the long-term viability and success of the Chapter, it is critical to engage and retain members. The New Member Initiative launched in 2021 was especially timely given that so many people were still working remotely due to the pandemic. The initiative served as a platform to welcome new members into the organization and allowed them to network and interact within the member base. A win-win for all!

### **Please provide quantifiable data supporting the rationale for success. (20pts)**

While this initiative focused on new member engagement, it would have been a non-issue had the Chapter not experienced such unprecedented growth of its membership base. During the 2021 calendar year, the Minnesota Chapter experienced a net membership increase of 16% – one of the top increases across all CAI Chapters for the year and an impressive feat given the challenging impact of the pandemic. CAI-MN also enjoyed a member retention rate of just under 80% in 2021.

**Based on the results, will the program be a regular part of the chapter's programs in the future and why?**

The New Member Initiative will continue to be utilized and expanded on in 2022 and beyond. In fact, the New Member Welcome Kit was perceived as such a valuable tool by a new Business Partner member that they elected to sponsor the Kit in 2022 as a means of engaging with new members. Another existing Business Partner sponsored the quarterly New Member Happy Hours for 2022 as well. Each of the sponsorships yielded \$5,000 in additional funds for the Chapter.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

**Would you like to upload additional documents?**

**fileUpload1**

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